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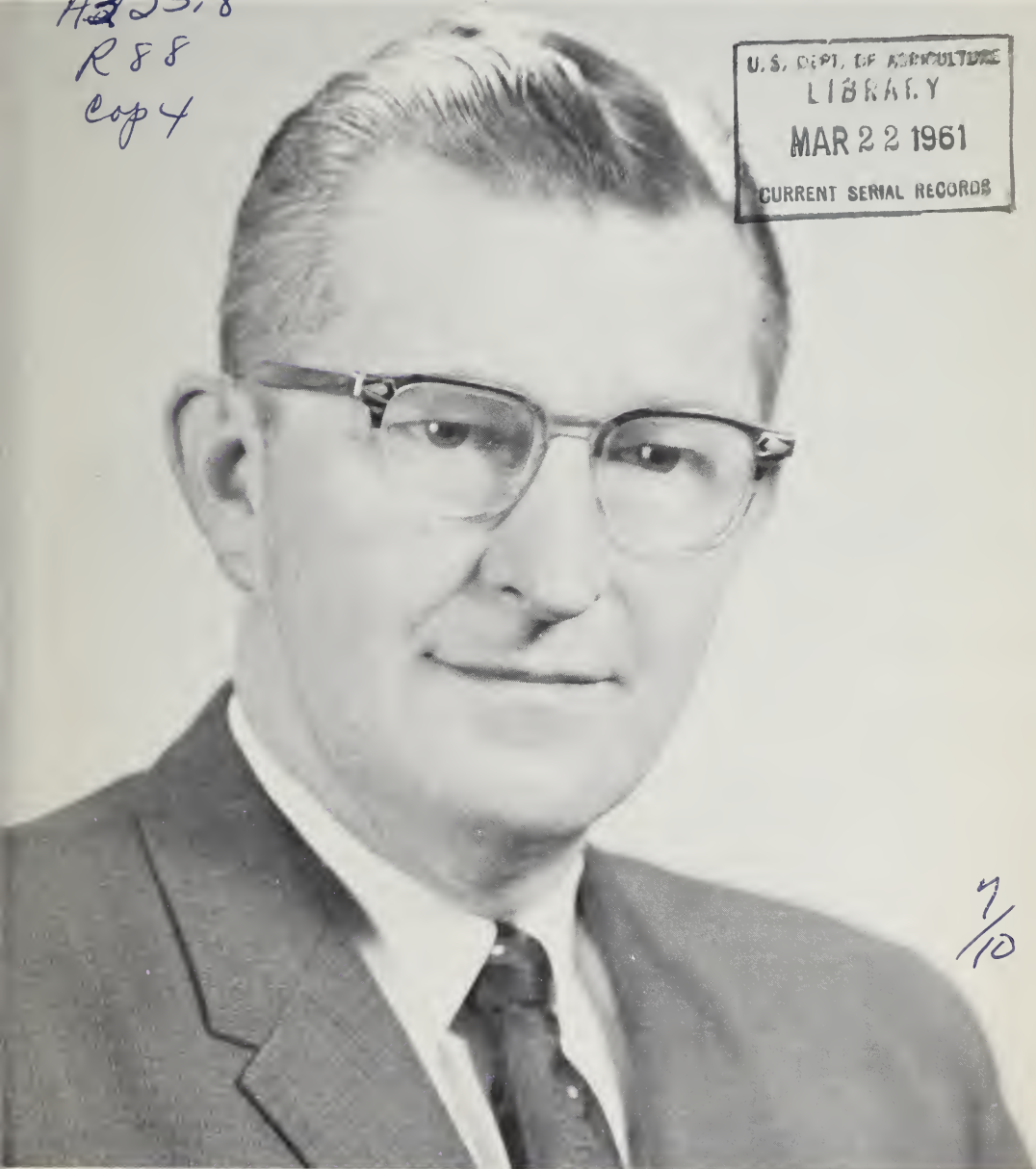
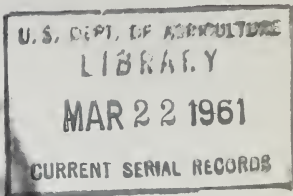


# Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

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1961

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48 Years of Rural Electrification

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Telephone Boom in West Virginia

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Growth Through Agricultural Progress

# Secretary Freeman Issues General Principles on REA

Secretary of Agriculture Orville L. Freeman has sent to all REA employees and REA borrowers a list of nine general principles regarding the REA programs. Secretary Freeman stated:

1. We shall be guided strictly by the Rural Electrification Act, as amended. We expect loans which meet the legal, feasibility, and other requirements of the Act to be approved. Each individual loan application will be considered on its merits.
2. We expect to have an Administrator in whose judgment we shall have sufficient confidence that he may be delegated authority to evaluate and approve individual loans in accordance with the Rural Electrification Act and with the general policies, rules and regulations established by the Secretary and the Director of Agricultural Credit Services.
3. Rural Electrification Administration has a responsibility to assist and promote rural telephone cooperatives where necessary to extend telephone service to farmers and other rural people. We expect the rural telephone program to accomplish area coverage telephony to a maximum degree, with emphasis given to the potential which rural telephone cooperatives have to offer. We shall give increased attention to broad economic development of rural areas recognizing the key role of cooperatives to extend telephone, electric and other service to the widest practical number of rural users.

*(Continued on page 24.)*

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**June E. Panciera, Editor.**

**Contributors to this issue: Robert Patrick, Lucile Holmes, Donald Cooper, Louisan Mamer, Hubert Kelley, Jr., and Barton Stewart, Jr.**

**Cover Photograph: John A. Baker, new USDA director, Agricultural Credit. He has general direction of the lending operations of REA and the Farmers Home Administration. His experience includes 10 years with the National Farmers Union and 14 years with USDA. He is an agricultural economist.**

When he did that, he sold his irons in a hurry.

During the 48 years that followed, Long has been indirectly responsible for placing thousands of electric appliances, including dish washers, automatic washing machines, and air conditioners that weren't even invented when he began his work in rural electrification.

After attending public schools and graduating from Bridgewater College near his home in Rockingham County, Virginia, Long began his business career in 1903, working variously as a clerk, stenographer, and bookkeeper for a U.S. Congressman, for a broker-

# 48 YEARS OF RURAL ELECTRIFICATION

In the year 1912, in the Shenandoah Valley of Virginia, Luther E. Long found himself overstocked with 24 electric irons.

He had bought them for \$2.50 each from an electric company salesman, and he had planned to resell them for \$3.00 each to local housewives. The women were consumers of Long's pioneer Weyers Cave Light and Power Company, and they received power every week night from 8 to 10 p.m.

"We wash on Monday morning and we iron on Tuesday morning," the prospective women customers told him. "We're not going to stay up nights to iron our clothes."

It was Long's first lesson in consumer demands. He responded by making power for ironing available every Tuesday from 9 a.m. until noon.

age firm, and finally for a Virginia flour mill. In 1912, Long, with two other men, purchased the Rockland Milling Company, in Weyers Cave, Virginia.

At the time of the purchase, there were approximately 45 flour mills in the Valley, each water-powered and producing flour from wheat grown locally in the fertile soil. The 1930 depression forced closure of Long's mill, but it was the vehicle for his entry into the electric field and his interest in seeing that electric power became available in every rural home.

When the new owners first began operating the Rockland Milling Company, producing wheat flour through water power, they discovered an electric generator left by the former owners. After the mill's work was done for



the day, they had electricity in their homes by attaching a belt to the generator to activate it. Long stated that he and his two partners were the first to have electric power from their generator and that "it wasn't long before the people of Weyers Cave saw the advantage of this service. As far as we know, this was the first rural electrification in Virginia."

Soon, 20 people indicated their desire to receive current, and an electric

Grottoes, Elkton, and Dayton, Virginia. Current was being produced Monday through Saturday for two evening hours and for the three "ironing" hours on Tuesday. Service was not available on Sundays in this religious community. Churches in Grottoes and Dayton, with music for the hymns furnished by manually pumping the pipe organs, requested in 1914 that electric power be added on Sundays to operate the motors of the organs. This



Beautiful Massanutten Mountains form a backdrop for this productive valley, a portion of territory served by the Shenandoah Valley Electric Cooperative.

line was erected into the village of Weyers Cave. The prospective consumers helped dig the holes, transported the poles, and paid for their own transformers. The cost was \$1 a month, for enough current to illuminate a few light bulbs around the house.

When new "light lines" were put in place, distances between poles were measured by tying a string around a buggy wheel, measuring the circumference of the wheel, and then counting the number of rotations of the wheel, for the number of times the string came into view.

In 1913, the electric system was working so well that a line was extended to the villages of Mount Sidney,

was done, making power available each day of the week, if only for a short time.

About 200 people subscribed to the Weyers Cave Light and Power Company, the first Virginia rural electrification organization. The success of Long's venture brought "imitators," and by 1925, there were several electric companies in the area; all small and all producing power from small generating plants.

A group of bankers and investors from Philadelphia and New York City were attracted to the potential in these small electric companies. In 1925, organized as the Shenandoah River Power Company, they bought Weyers Cave Light and Power Company, along

with four other power companies serving small towns in the Valley. Long, because of his electrical experience and his reputation, was hired as manager of the new system.

The Shenandoah River Power Company remained relatively small in its operation. The consolidation of power companies in Virginia had begun, and in 1930 the Virginia Public Service Company, which had electric systems in Newport News, Charlottesville, Staunton, and other Virginia cities, bought the Shenandoah River Power Company, retaining Long as manager.

After a short time, the Public Service Company brought in one of its own men as manager and gave Long a job selling stock for the company. As in all his work, he did an excellent job, but his principal interest now was in making electric power available throughout all the rural area in his picturesque valley. Resigning his selling job with the company in 1932, he received a 6-year franchise from the company to furnish electricity to Elkton, Virginia. Although the Virginia Electric and Power Company bought out the Public Service Company 2 years later, this franchise was honored for the full period of time.

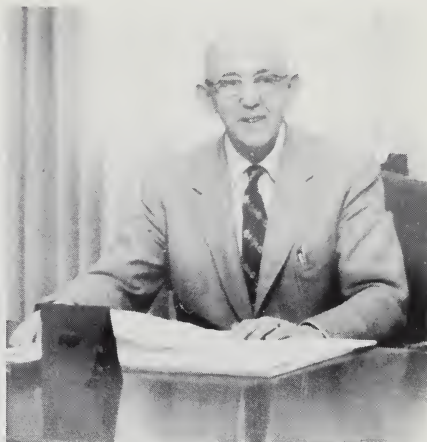
The Rural Electrification Administration, created on May 11, 1935, was the key needed by Long to fulfill his ambitions, first born in 1912, of furnishing electric power to every farm home in the Valley.

The Shenandoah Valley Electric Cooperative at Harrisonburg, Virginia, was organized in 1936, and a familiar figure in the rural areas was Long, contacting farmers and signing them up in the cooperative. As the prime force in talking to the Grange, other farm groups, and individual farmers, he was elected general manager; the job he still holds today.

The cooperative received its first REA loan June 11, 1936, and Long's

early dreams began rapidly to come true. The first line of the co-op, 8 miles long, was energized January 28, 1938, and by 1939 there were 112 miles of line serving 203 consumer families. Average monthly consumption per consumer was 52 kwh.

The first industrial consumer served by the co-op was a silk mill in Grotoes, employing approximately 60 people. As the silk thread was fed into



L. E. Long, has managed the Shenandoah Valley Electric Co-op since 1936.

the looms, shuttles ran up and down weaving the silk into cloth. This did not work too smoothly when the mill started using electric power; voltage was uneven and the shuttles moved either too slowly or too fast, depending upon the amount of power received.

Today, approximately one-third of the total power from the Shenandoah Valley Electric Cooperative is commercial and industrial. The big users include large poultry marketing and meat packing cooperatives. The famous Beltsville turkey is produced and marketed from the Valley.

The co-op now operates 2,600 miles of line, serves 11,000 consumers. Average monthly consumption is 460 kwh.



Each month from 30 to 50 new consumers are added. Co-op members now enjoy greater benefits than ever before. The wife of the owner of a hatchery using from 10,000 to 20,000 kwh per month, reported that she had completely modernized her home electrically with the capital credit refunds made by the co-op one year.

At 79 years of age, Long continues as manager of the cooperative, keeping a close eye on all activities and con-

Long," in 1958 commissioned an artist to paint a portrait of Long, which now hangs in a prominent position in the co-op's headquarters in Dayton.

Long was especially thrilled on October 7, 1960, when Bridgewater College presented him with an alumni citation in recognition of outstanding achievement and services in the business field. The citation reads in part, "Luther E. Long, Class of '03, pioneer in the field of rural electrification, and founder



**Industrial users include meat packers, poultry cooperatives, and feed mills.**

stantly searching for new means to further promote electric power in his rural Virginia. Light of step and seeming to stand straighter and taller with each year, he continues to serve his neighbors. In addition, he still operates, with a son, the 136-acre farm that his grandfather bought many years ago at nearby Weyers Cave. And he never misses a chance to bowl with members of the co-op's bowling teams each Wednesday night.

The Board of Directors of the co-op, as a "means of recognizing the long, able, and faithful service rendered to rural America in general, and to Shenandoah Valley Electric Cooperative in particular, by our own L. E.

and manager of the Shenandoah Valley Electric Cooperative at Dayton, has rendered invaluable service for half a century to farmers and farm wives in his native Rockingham County and the Shenandoah Valley by bringing them light and power at very reasonable rates. Since 1912, he has worked imaginatively and tirelessly to realize his dream of having every rural home in America served with central station electric power."

Soon to begin his 49th year in rural electrification, Long could very well sit back and say "a job well done," but to him his work is not complete as long as there is a farm in the territory not receiving electric power.



*Active in Community Service*

## The Horry Electric Co-op

Senior of two REA borrowers in the pretty South Carolina town of Conway is the Horry Electric Cooperative. Its lines were energized January 1941, 10 years before the Horry Telephone Cooperative was organized. In February, RURAL LINES reported on the Horry Telephone Cooperative.

As the electric cooperative observes its 20th anniversary, Manager H. O. Stogner, Jr., can look with pride on a smooth-running electric system, with an efficient, enthusiastic staff of 33, serving 7,500 informed farm consumers. Most are tobacco growers, but a few specialize in poultry-raising or dairying.

This REA borrower's primary concern naturally is service to farm families throughout Horry County. Through the years, however, it has become recognized by the residents of Conway as a highly successful and progressive local business organization, one that can be counted on for real community service. This high opinion of the co-op by the towns-



Electric kitchen, in home of co-op member Mrs. Julian Hyman—It's convenient and attractive, one of many planned for area women by power use advisor.

people was reflected not long ago in the election of Manager Stogner to the board of directors of the Conway Chamber of Commerce. And of great significance also was the honor bestowed on him by his fellow co-op managers in the state—his choice as South Carolina Manager of the Year for 1960.

How has Horry Electric Cooperative reached its important position in both the town and the county? Primarily by giving reliable and efficient electric service to its thousands of farm consumers. But this goes far beyond the good construction and proper maintenance of electric lines. Another extremely important phase is its outstanding power use and member relations program through which electric consumers throughout the area receive direct, personal help.

This forceful program is directed by a small, cheerful dynamo of a woman named Leo Knauff. (She explains matter-of-factly that her name was chosen by an older brother, who wanted her named for a close friend of his.) Known throughout the county as "Miss Leo," she possesses what her coworkers believe is some secret source of energy. Manager Stogner gives her much credit for the development of this highly successful program, which has more than tripled kwh-use by members since 1950. He admits that power use activities have gone far beyond his original modest plans and expectations. In describing Miss Leo's wide range of activities and her enthusiasm, he commented to the RURAL LINES reporter, "She just pushes the puddin' out of me!"

Here are a few of the facets of Horry co-op's power use program: advising on the purchase and installation of all types of electric equipment, counseling on kitchen planning, on food preparation, on house wiring and lighting—on everything that will help

the members get the best and most effective use out of the power coming to them through co-op lines. A special campaign is planned for this year to encourage members to install 100 amp service entrances, to make it easy to add new equipment.

Power use advice and counsel aren't limited to co-op members, however. Electrical demonstrations of various types are given at every grade school in the county, in high school home economics classes, at church auxiliary meetings, 4-H Clubs, Future Farmer meetings—wherever there is interest in and a desire for information about use of electricity. As an example of the personal service for which she has become well known, Miss Leo frequently stretches her working day well into the evening, to make her kitchen planning services available to any homemaker in the county, rural or urban. In addition, she's eagerly anticipating changes that will come about through planned remodeling of the headquarters building. The meeting room and demonstration kitchen are being expanded and soon will provide space to handle about 150 persons for meetings or dinners. The co-op will continue to make this space available to community organizations throughout Horry County.

A most unusual local enterprise is the now-famous Conway Christmas Wonderland, started in 1959 and repeated in 1960. This is sponsored by the Chamber of Commerce and local business firms, including the co-op, but the displays are completely non-commercial. The Wonderland consists of scenes with animated figures, 2 feet high, some religious, others representing fairytale and nursery rhyme characters. The scenes are arranged around a huge Christmas tree on the courthouse lawn. Some have music specially recorded by local groups, and various other sound effects. The display fas-



H. O. Stogner, Jr., Manager, with Miss Leo Knauff, the Power Use Advisor.

cinates grownups as well as children, and in 1959 it attracted 30,000 visitors. Everything is done by local people and practically everybody in town works to help prepare and set it up. Co-op employees are particularly helpful with the animation and mechanical arrangements. Miss Leo, an enthusiastic promoter of the first Christmas Wonderland, was made co-chairman of the 1960 event.

Recently Mr. Stogner persuaded the county's retired home demonstration agent, Mrs. T. Hunter Owens, to join the co-op staff as assistant power use director. So now there's a team, Miss Leo and Miss T, and if there are ways to expand the co-op's power use activities, they'll find them.

Three years ago Horry Electric Cooperative's board of directors approved a sales promotion campaign, and it's become steadily more successful. The 1960 campaign ran from August 1 to September 15. 32 dealers cooperated, and all found it an excellent business

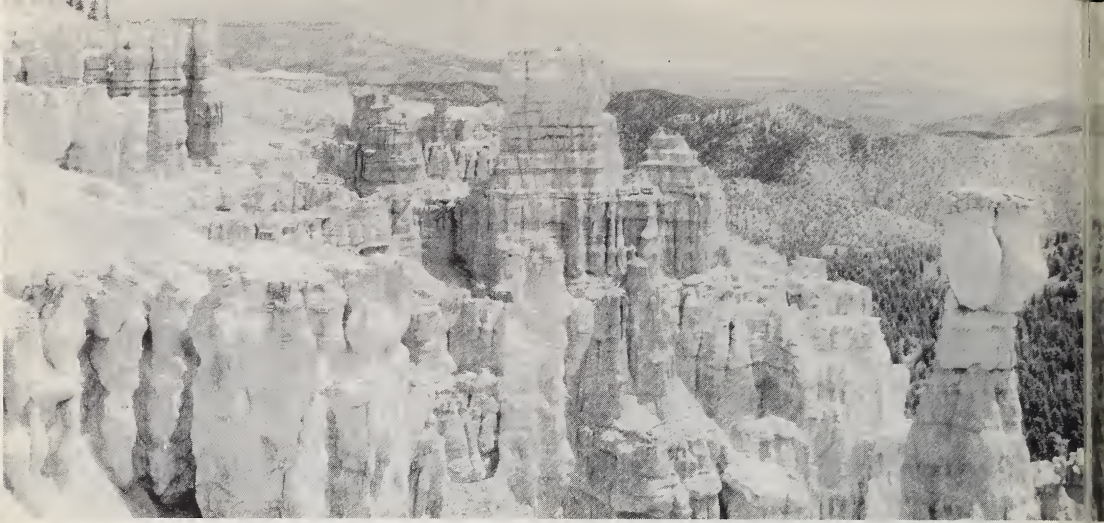
stimulant. More than 300 major appliances were added to co-op lines during the month and a half, the heaviest sales being of automatic electric washers, ranges, freezers, and water heaters.

Each member receives three certificates, ranging in value from \$5 to \$15. The \$15 certificate is good on the purchase and installation for the first time of a water pump, range, water heater, automatic washer, or dryer. The second can be used only to purchase certain used appliances being installed for the first time by a co-op member. This feature was planned to help dealers dispose of good equipment taken in trade-ins. The third certificate can be used only for replacements—to encourage replacement of certain old appliances with new models.

Along with this credit, each member receives a certificate to sign and turn in before the annual meeting. The lucky winner at the drawing has his choice of major electric appliances up to a value of \$300. The 1960 winner purchased an electric pump, water heater, and range. Last year's annual meeting was one of the biggest in the State, with a crowded tent throughout the day, and was a clear demonstration of the interest the members have in their cooperative.

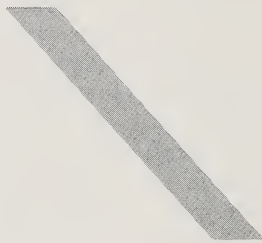
It also is an indication of the effectiveness of Horry Electric Cooperative's power use and member relations program. This was started for the express purpose of advising, not only the members, but the general public about the co-op, and of building goodwill throughout the county. Miss Leo was told to undertake any activity she felt would accomplish that objective, working directly with members or through appliance dealers. She now says, as she checks her full schedule for many months ahead, "We're called on for more than we can do, but we're proud of the need and desire for our help."





Garkane supplies electric power, all the year around, for tourist center in Bryce Canyon National Park (above), as well as for hundreds of farms and ranches.

## Two Systems



## in One Co-op

Garkane Power Association, with headquarters at Richfield, Utah, is unique among REA borrowers in several ways. Most important to its operations, it is really two rural electric systems operated as one. This arrangement enables it to serve isolated spots which probably could not be reached otherwise. But the divided service area produces operating problems that deserve a closer look.

In at least two additional respects, this southern Utah borrower is different from others. It is one of the few rural electric co-ops operating its own hydro generation. And it is one of the very few supplying the full power-and-light needs of a national park.

The territory that Garkane covers is large and spectacular in its terrain. From Hanksville, in the wild canyon country of southeastern Utah, to Short Creek, Arizona, the straight line distance on the map shows 160 miles across Garkane's service area. But when Manager Reed Burr makes the trip by automobile, the distance is closer to 300 miles. This drive takes him across mountain passes as high as 8,400 feet and over 60 miles of what the map identifies as "primitive road."

Two carloads of members drove more than 400 miles round trip to attend the co-op's recent annual meeting at Moa. The mileage records turned in by the line crews are a significant



Max Burrows, his wife, LaRee, and their two children enjoy the free home-cooked dinner served at Garkane's annual meeting, which the family drove 200 miles to attend.



State Senator Royal Harvard registered at the co-op meeting.



Co-op electricity powers Escalante Sawmill and other industrial loads in remote parts of southern Utah.

factor in computing operating costs of the system.

Not only are distribution lines of Garkane Power Association strung out thinly over great distances, but they also serve two areas that are separated by 30 miles of rugged mountain and canyon country. High among the peaks that divide the eastern end of the two areas, a 69 kv transmission line ties the southern portion of the distribution system to the hydroelectric plant at Boulder. The co-op generates its own electricity from run-of-the-river, with no trouble from winter freezing. There are two 1375 kw hydroturbines on Boulder Creek, and a third unit at that location due for completion next June.

There is also a 300 kw unit on the Fremont River, at Torrey. This feeds power into the northern portion of the distribution lines. Along the valleys to the west, interchanges with the Teluride Power Company, a subsidiary of Utah Power and Light Company, help in wheeling electricity to points where it is needed and in maintaining the voltage at acceptable levels. This is a source of additional power when it is needed, and the co-op, in turn, makes power available to the company's lines as required.

Power lines from Glen Canyon generators will also tie into Garkane's system by the time the co-op's expanding power needs require additional amounts from that source. This would feed into a new area on the southern edge of the Garkane system, where the potential growth of commercial and industrial loads may be high. The co-op recently signed a long-term contract with a lumber company near the Arizona border which permitted the construction of lines of sufficient capacity to support effective commercial development there.

To maintain Garkane's far-flung enterprise in good shape, there is a



**Leland Haws, Garkane's president, is now looking to improvement programs.**

warehouse and a line crew in each of the two areas. Two-way radio communication keeps them in touch with the headquarters office of the cooperative in Richfield. Nobody connected with the system pretends that this is an ideal way to secure unified operations, but it demonstrates that a co-op can find solutions to any problem it faces. Manager Reed Burr hopes to arrange a schedule of regular staff meetings when conditions permit.

In addition to the geographical obstacles, rural electrification in Utah has faced an unusual service situation. Almost all of the towns—including a great number well under the 1,500 population criteria specified in the Rural Electrification Act—have their own municipal plants. For the most part, the municipal plants are not permitted to serve the rural territory outside the towns, and rural electric borrowers encounter difficulties in acquiring the plants of the small towns

in order to put together a feasible system. Garkane averages, therefore, only about 2½ consumers per mile of line. Several clusters of these consumers are part-time users at vacation spots.

One of these is the resort area at Fish Lake, a beauty spot high in the Fishlake National Forest. Substantial summer homes are being built among the white-barked aspens on the steep slope where the electric line ends, but the altitude here is 8,600 feet and winter snows close down the road and the utility lines several months in each year. Garkane's minimum seasonal rate is only \$19.60, a figure which helps area coverage but not net margin.

Yet much of Garkane's potential growth in future load is to be found in seasonal demand, as the popularity of the vacation centers increases. The principal one of these at the present time is Bryce Canyon National Park. Garkane supplies the full year-round electricity needs for the Park Service's new visitor center and maintenance buildings, as well as the nearby airport. The new building that introduces tourists to the natural wonders of Bryce Canyon is skillfully lighted.

Motels and other tourist services provide a power demand that reaches a peak in August. This load is sure to increase. The co-op has a line carrying service to the new Capital Reef National Monument, spectacular scenic area on the Fremont River, and on down the nearly inaccessible canyon to Hanksville. A new road through Hanksville is scheduled to tie the whole northern service area of Garkane to the development around the proposed Glen Canyon reservoir.

Some of Garkane's highlines, as well as much of the distribution system, were built by force account. Construction has been in the roughest sort of terrain. One stretch of line recently completed required poles to be carried

in by hand and planted in solid rock. Hand drilling and blasting were necessary for nearly 40 miles of holes. "Sometimes we were lucky to set one pole a day," Manager Burr says, with a shake of the head as he recalls the difficulties.

In a way, today's construction is not far removed from the first lines that Burr and his wife pioneered. "My grandfather settled in the valley where Burrville is now," Garkane's manager relates in a soft voice. "We are still on that ranch, and things are a lot more comfortable than they were when I was a youngster. But when we wanted electricity, we just had to go out and build the line ourselves. Mrs. Burr drove the team to snake out the poles I cut on that hillside up there."

For her part, Mrs. Burr says, "It was worth all the hard work. I can still remember how light the living room was the first night we turned on the electricity."

People who know Mr. Burr say that he has always been a pioneer who was willing to face up to difficult jobs. They praise him for welding together the electric system he now manages. "He did it by persuasion and persistence in the face of local loyalties and all the fears about consolidation," one member said, in telling how the unique Garkane Power Association got to where it is today.

The difficult days are not yet past and forgotten. Board and manager alike recognize that there is much to be done to make the co-op the kind of organization they want. President Leland Haws has this to say: "Now that the most difficult phases of the construction program are completed, management and staff will have the opportunity to work together in promoting a safety program, improving operations, strengthening member relations, and helping consumers use their electricity better all the year around."



# **PUBLIC RELATIONS**

## **With A PUNCH**

Effective public relations requires continuing effort. However, interesting and imaginative campaigns help create a receptive climate.

Although PR campaigns must be tailored to fit local needs, promotional drives used by co-ops around the country could suggest ideas to others in setting up their PR programs.

### **Billboards**

Some cooperatives advertise via billboards. Sangre De Cristo Electric Association, in Colorado, uses 18 road signs to let people know "without wasting time which power company to call to cut off power" in case of damage or accidents. In South Carolina, 24 co-ops launched "Operation Road Sign" late in 1960 to place 350 signs on major roads in the State. Texas co-ops have spotted 216 signs, and those in Georgia have placed 160 billboards on highways traveled daily by nearly a million people.

### **Cartwheels**

REA's Silver Anniversary provided promotional ideas for many enterprising borrowers. Among these was the use of silver dollars for payrolls, an idea any co-op could use to publicize its 25th anniversary. Six Oklahoma co-ops paid their employees in silver dollars. One of these—Cotton Electric Cooperative—put \$15,000 in "hard cash" into circulation in its community; employees of another—Alfalfa Electric—spent their \$10,000 payroll in coin. Harmon Electric went a step further and paid current operating bills as well as salaries in silver.

For added publicity, Concordia Electric in Louisiana used a winch truck to load its payroll which consisted of bags each containing \$1,000 in silver dollars minted in 1896. Employees pasted an anniversary sticker on each coin before it left the office. Concordia Manager E. E. Taylor explained, "We wanted to emphasize the value of the co-op to the business economy of the area."

To foster better understanding up and down main street, many co-ops held special Silver Anniversary meetings to explain rural electrification to business and professional people in their communities. For example, each director of Codington-Clark Electric Cooperative of Watertown, South Dakota, invited 10 or more business and professional leaders from his district to special meetings. Thus, directors told the co-op story to about 200 key people in the area.

### **For Women**

Western Farmers Electric Cooperative, Anadarko, Oklahoma, directed a campaign to the distaff side, by entertaining 76 business and professional women and their guests at one of a series of dinners for civic organizations. Staff members prepared the dinners and conducted tours of Western's generating plant.

### **Visuals**

To help tell their story, co-ops use varied aids, such as films, annual re-





Concordia employees carry semimonthly payroll in silver dollars from truck to co-op office. Each bag weighed 57 pounds and held \$1,000 minted in 1896.

ports, and newsletters. Indian co-ops gain attention through their TV film, *The REMC Story*. Rural Cooperative Power Association in Minnesota made a film, *Working Together*, which it shows to college students, foreign visitors, and other groups interested in the Elk River Reactor. Dairyland Power Cooperative in Wisconsin has several films which it lends to community groups.

### Folders

In its 1960 county fair exhibits, Pearl River Valley EPA distributed its new folder, *Electrification Has Built Agricultural Industry in Mississippi*. Blue Ridge EMC, Lenoir, North Carolina, gave wide distribution to an annual report, *Patterns of Development*, keyed to the co-op's stated purpose: "the social and economic development of the area it serves, in addition to the supplying of electric power to its members."

### Newsletters

Newsletters indicate increased participation by electric co-ops in events of other co-ops and farm groups. Northern Electric Cooperative urged its

members to attend a Friendship Night held last fall by all Brown County co-ops at Aberdeen, South Dakota.

A number of electric co-ops contribute to recreational and cultural projects through their newsletters. Sho-Me Power Corporation, Marshfield, Missouri, publicizes, via front page newsletter stories, many Ozark attractions, such as, fox hunts, dog and horse shows.

Each fall before the local concert season starts, co-op members around Owatonna, Minnesota, receive with their newsletter a 4-page leaflet with this tagline: "This insert included as a public service by Steele Waseca Cooperative Electric." The leaflet describes the forthcoming program, types of memberships to be had, and special attractions offered by the Steele County Concert Association. Cotton Electric Cooperative, Walters, Oklahoma, goes even further. It annually gives free power and technical aid for the famed Wichita Mountain Easter Pageant.

### Training

Increasing numbers of borrowers are investing money and time in training and educational programs for their

own personnel and for the people of their areas. For example, to prepare for leadership, Georgia managers, engineers, and electrification advisers took an industrial planning short course held in 1960 by the Industrial Development Branch of Georgia Tech's Experiment Station. And Pioneer REC at Piqua, Ohio, held an exploratory meeting to investigate a course on "Farm Business Planning and Budget-



Signs tell co-op story, identify power source for accident or damage reports.

ing," which drew 30 farm owners and operators interested in improving their farm management.

### Hobbies

Hobby shows offer PR-building opportunities. For example, the biggest crowd ever to visit the co-op's auditorium turned out for the African Violet Society's annual show when it was held in headquarters of Inland Power and Light Company, Spokane, Washington.

### Welfare

Some co-ops improve their public relations through welfare activities. Each Christmas, employees of Jackson County RECC, McKee, Kentucky, send food to Faith Children's Home at Bear Track. Employees adopted Faith orphans as their family in 1955, and

later got church groups to make toys and clothes. Cooperative employees deliver all contributions.

Another example was the prompt action last year which reunited a polio-stricken family. Doctors advised that three stricken members could return home if draft-free heat and continuous service for a respirator were available. Greene County REC, Jefferson, Iowa, installed an automatic standby generator free and worked with dealers to install electric heat at low cost.

### Model Home

Programs to dramatize electric living help many co-ops increase power use. Several have built electric homes which are open to the public. Northern Electric Cooperative Association in Minnesota lets civic groups use its model home for their meetings.

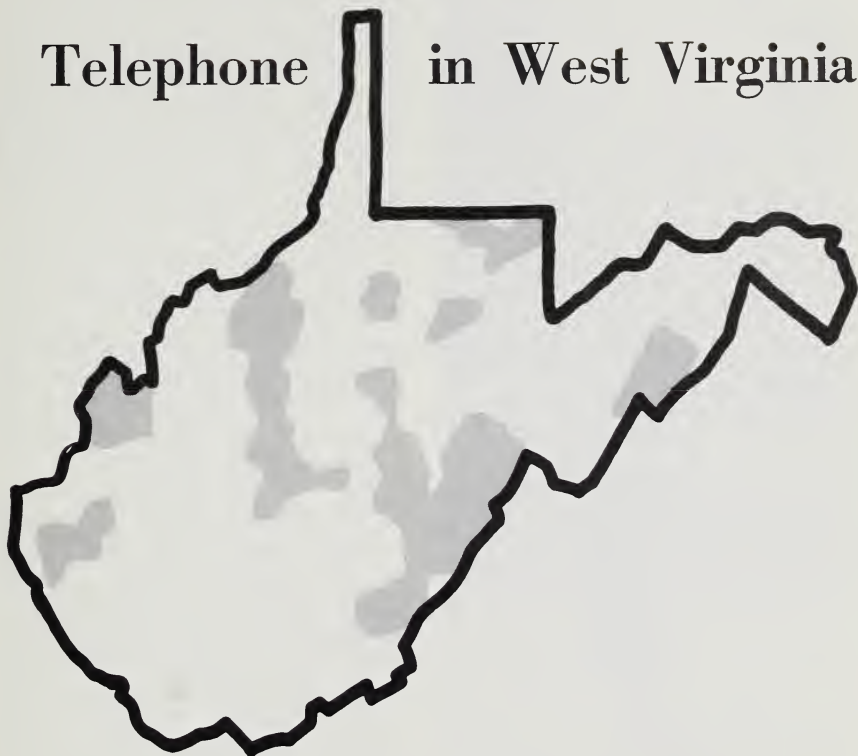
Latest device used to create an image of a progressive organization is the electric car. East River Electric Power Cooperative in South Dakota got PR mileage from the first cooperative owned all electric car west of the Mississippi.

### Regular Programs

While one-shot programs and drives spotlight attention, they are not a substitute for continuous effort by directors, employees and members: the linemen who give safety and life-saving demonstrations; those who teach Red Cross home nursing and first aid courses; directors who circulate in the business community; managers who are active in civic organizations; and members who help to put over community fund drives all contribute to the co-op's PR image. Credit for maintaining good public relations belongs to all who are helpful and thoughtful in their daily contacts with the public.

# BOOM

## Telephone in West Virginia



Shaded sections indicate approximate areas served by REA telephone borrowers.

In the past 2 years, there has been a tremendous upsurge in telephone service in West Virginia, particularly in the rural areas, and REA has contributed in a big way to this boom. In the 10 years since the first REA loan was approved for West Virginia, the number of farms receiving telephone service has jumped from only 27 per cent to more than half of all the farms in the State. As of January 1, 1961, REA had approved a total of over \$12 million in loans to 10 borrowers. On

a percentage basis, the amount of REA funds provided for telephone service increased more in West Virginia than in any other State during the last fiscal year.

REA loans will enable borrowers to serve 13,140 new subscribers and to provide improved service for 11,326 existing subscribers over 4,060 miles of line. Work is progressing rapidly on new REA-financed facilities, and 7 borrowers report that already 12 exchanges have been cutover to dial.



West Virginia is a State of incredible beauty with miles of fragrant ever-green forests and towering, cloud-touched mountains. Among its major attractions are its 31 State parks and forests. It has abundant natural re-



Ed Filler enjoys his hobby, skiing, on one of the State's excellent slopes.

sources in the form of coal, gas, timber, game and fish, and rich farm land. It also has a vast potential for industrial and economic growth, and vital to this growth will be modern communications. Many of the men who operate telephone service organizations in the State are aware of the important role telephone service will play in West Virginia's economic future and, with the aid of REA, they

are planning for that future.

The first telephone borrower in West Virginia was the Home Telephone Company of New Haven. Donald Roush, Home's president, acquired the little company, on the banks of the Ohio River, in 1935 when it consisted of only 52 magneto stations. Today, the Home Telephone Company, with the aid of 4 REA loans, is giving all dial service to 1,092 subscribers through 2 exchanges in parts of 2 counties.

A dam, to be built by the U. S. Government, has been approved for the area, but funds for its construction have not yet been appropriated. Roush anticipates the advent of new industries when the dam is completed and is confident that Home will be able to handle the added subscribers.

The Ohio River bank is the site of another REA telephone borrower—the United Telephone Company at St. Marys. LeRoy Darling is president and Robert W. Ingle, director, plant manager. The United Telephone company began operations in 1928 with mostly common battery, but a few magneto stations. United has had two REA loans approved; the first, in July 1960, was to extend existing lines, convert to dial, and build a general office and equipment building. The second REA loan was made to acquire, improve, and expand the telephone facilities of two small systems consisting of four exchanges. When work is completed, United expects to expand its subscriber list from the present 3,052 to about 4,500, all receiving modern dial service.

The United Company is in an area of heavy industrialization and its president hopes, through improved service, to contribute to the growth of present industry and, through direct distance dialing, to enhance the possibility of attracting new industries. Already United has seven private branch ex-



changes in one exchange, just to serve industry.

United's new plant construction has begun and the headquarters is due to be completed this month. Further, on October 1, 1961, the first dial exchange will be cutover. The company expects to build four more buildings in the near future. Three of these will be unattended dial offices, the fourth, a combined commercial and dial office.

A dynamic example of the rapid progress of modern telephony in West Virginia is United Utilities of Davis. This company was incorporated in August 1958 by the five directors of the Duncan Telephone Company—a well-established independent which has been in operation since 1912, and already had established nationwide dial service in two counties.

Big, robust Edward Filler, president of United Utilities, is vice president of Duncan and a member of the board of directors of the National Bank of Davis. He has had 15 years of practical telephone experience in West Virginia. Gerald Parks, United Utilities' vice president, and Robert Minear, its secretary-treasurer, also have long experience in telephony.

United Utilities was organized to acquire uneconomic rural telephone systems with either magneto or common battery equipment and, with the aid of REA funds, convert them into a modern dial system for existing subscribers, and to extend service to people who, because of limited facilities, had never had telephone service.

Shortly after it was organized, United Utilities received its first REA loan to acquire four small independent companies. These were rebuilt into two major exchanges complete with dial equipment. These exchanges serve 1,209 subscribers, of which about 309 are new stations. In December 1959, the company's second REA loan was approved to extend and improve serv-



Robert Ingle and Donald Roush examine 500,000th telephone, installed on the Home Telephone Company's lines.

ice in Marion County. This area, centering in Worthington, was served by a company with a common battery system. It is now being converted to dial and cutover will take place on June 4, 1961. About 1,000 subscribers will be served.

In October 1959, United Utilities was granted a Certificate of Public Convenience and Necessity by the West Virginia Public Service Commission to serve four communities in Wayne and Lincoln Counties. The Commission, via a subsequent order, granted approval for United Utilities to purchase the Wayne exchange from the Duncan Telephone Company. This purchase will allow the extension of telephone service to 10 communities in Wayne County and will serve 2,500 subscribers, 1,700 of which do not now enjoy



Gerry Parks, vice pres., Ed Filler, pres., and Bob Minear, secy.-treas. of United Utilities have had many years of telephone company management experience.

service. A third REA loan has been granted for this operation.

Just recently, a fourth REA loan was granted United Utilities to acquire the Clay Citizens Telephone Company, which consists of one dial and one common battery exchange and serves 554 subscribers in two communities. Plans are to convert the common battery exchange to dial and establish three additional exchanges to serve about 1,500 new stations.

Thus, United Utilities has grown so fast that it has already overflowed its crowded brick office building, and the executive offices have been forced into a drafty old frame house half a block from the business office.

Another fast-growing operation is Telephone Utilities of West Virginia, which is located at Marlinton and was incorporated in 1958. Harold Payne is president and general manager and Merl Coburn is local manager. With the aid of two REA loans, it bought the physical assets and franchises of two small companies—Webster Springs and Pocahontas—which

had been operating since about 1914. These companies were about 90 per cent magneto stations. Telephone Utilities immediately set about to convert them to dial. Work on Webster Springs was completed and cutover made in August 1960; Pocahontas will be cutover this coming June.

At the time of purchase, Webster Springs was serving 1,100 subscribers through 3 exchanges. It now serves over 2,200 stations including all of Webster and part of Lewis Counties. Pocahontas had 4 exchanges serving 1,700 subscribers. At cutover it expects to serve over 2,500 stations in all of Pocahontas and part of Greenbrier Counties.

The U. S. Government, in cooperation with the Ivy League Colleges, has built an astronomical research center in a very remote area of Pocahontas County. This center, which is gaining international attention, is expected to become a tourist attraction as well as a mecca for scientists from all over the world. When completed, it will have its own hotel and workshops for official



visitors. Telephone Utilities will serve it and has already installed a PBX system in the observatory building.

Jud Sedwick has also been very active in developing telephone facilities in West Virginia. He is general manager and president of two telephone systems which have recently obtained loans from REA to improve and expand existing facilities. One of these systems, the Ritchie Telephone Company at Harrisville, plans to use its loan, approved in September 1960, to improve telephone service for 1,073

panies. An REA loan was approved in July 1960 to combine these systems into one modern dial system. The new operation will provide improved service for 766 existing subscribers and extend service to 471 new ones.

The five borrowers whose progress highlight this story are only samples of what REA telephone borrowers are doing to provide modern telephone service for the people of West Virginia. Their stories are being paralleled by the other five REA borrowers. Thus, a handful of men of vision are



When winter clogs picturesque West Virginia roads, telephone subscribers rely more than ever on modern automatic telephone service for rural areas.

existing subscribers and extend service to 893 new main stations. The other system — the Armstrong Telephone Company—at Hamlin began by acquiring two small systems of the Hamlin and West Hamlin Telephone Com-

contributing heavily to the economic and industrial growth of their communities and their State, and are planning ahead to a brighter and more prosperous future through expanded and improved telephone communications.



Young Cathy Brown and her family look on as Frank Pollard and Hubert Blethen, telephone employees who rescued her from this well, check the accident site.

## Child Rescued by Telephone Employees

Adults can't understand it, but for some reason children manage to trip over even the smallest objects, stub their toes on unseen articles, and fall into any available hole. Three-year-old Cathy Brown was no exception. She and her brother Steven, 4, children of Mr. and Mrs. Donald H. Brown, Kenduskeag, Maine, were playing in their yard. Mrs. Brown was visiting neighbors a quarter of a mile away.

It was October 11, and a day just made for children to play their own special games—running as fast as their young legs would carry them; lost in

their own private make-believe worlds.

Suddenly Cathy disappeared from view. She had fallen into that terrifying darkness—an open well. Young Steven knew there was one thing he must do, so he ran the distance to the neighbor's and told his mother.

Frank Pollard and Hubert Blethen, employees of the Consolidated Telephone Company, Springfield, Maine, were out on the job doing line work when they heard the Kenduskeag fire alarm. As in most small communities, a fire alarm is a signal for immediate help from anyone available. When they discovered the nature of the call,



Pollard and Blethen immediately drove to the scene of Cathy's disappearance.

Blethen was lowered into the twenty-five-foot well on a rope. Upon reaching the bottom he found Cathy standing in a foot of chilling water, unharmed but frightened by this strange experience. She was lifted from the well and rushed to a Bangor hospital, where it was discovered she had no injuries, just a lasting respect for open wells.

Pollard and Blethen returned to their regular telephone work, with the heartfelt thanks of the Brown family, and their personal relief at being able

to reach the little girl.

Action "above and beyond the call of duty" is commonplace to telephone personnel in Maine and throughout the country. Pollard was involved in another rescue operation in 1959 when the Kenduskeag Stream flooded after heavy rains. He and other volunteers formed a human chain and pulled four persons from the raging current.

In addition to keeping telephone communications open at all times, under the most adverse conditions, men such as Pollard and Blethen have built a reputation for being experienced and ready for all emergencies.



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## *New Telephone Bulletins Available*

REA has published a number of new telephone bulletins in recent months. They include:

- 300-4 REA Annual Statistical Report—REA Telephone Program. (1958)
- 345-13 REA Specification for Fully Color-Coded, Polyethylene-Insulated, Polyethylene-Jacketed Telephone Cables.
- 345-14 REA Specification for Fully Color-Coded, Polyethylene-Insulated, Double Polyethylene-Jacketed Telephone Cables for Direct Burial.
- 345-15 REA Specification for 88 MH Voice Frequency Loading Coils.
- 345-16 REA Specification for Reinforced Heavy Duty Point Transposition Brackets.
- 345-17 REA Specification for Plastic Insulated Line Wire.
- 402-2 Partial Waiver of Security Instrument Provisions Relating to Distribution of Capital by Cooperatives.

## Secretary Freeman

*(Continued from page 2.)*

4. There is a recognized need for generation and transmission loans. We expect REA to make such loans when they are feasible and needed to help solve power shortages or reduce costs to rural consumers.
5. We shall oppose any change in the 2% interest rate on REA loans.
6. We shall favor strict enforcement of the public preference clause in power marketing for power generated at Federally-financed plants.
7. We recognize that the development of natural resources and the generation and transmission of electric power in Federally-owned facilities has had a direct and important impact on the rural electrification program, on the well-being of REA policies, as well as on sound economic development of rural areas.
8. We recognize that loan funds for rural electrification and rural telephony must be available in amounts adequate to assure that these programs will proceed on an orderly basis. Accordingly, we are currently reviewing the REA budget submissions.
9. We know that the Rural Electric Systems carry on many Technical Management training programs. REA will cooperate with these programs in every possible way within the limits of the REA Act and the available budget for this purpose.